



**Date:** July 11, 2006  
**To:** Gerald R. Miller, City Manager  
**From:** Patrick H. West, Director of Community Development  
**For:** Members of the Budget Oversight Committee  
**Subject:** Update on Parking Operations

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At the request of the Budget Oversight Committee at their May 16, 2006 meeting, the following information is presented for your review.

1. Parking Meter Zones and Rates (Exhibit 1)

- Parking Meter Zones are established in the Municipal Code (Section 10.28.130)
- Rates are set by resolution (Council can change resolution – requires two readings.)

2. In response to the Budget Oversight Committee's suggestion to review parking meter rates, an increase in the rates to \$1 per hour for the downtown area and \$2 per hour for the Pike area was instituted for FY 05. In addition, the City Attorney was requested to prepare an ordinance extending the hours of operation in the downtown core area.

- The City worked with DLBA to establish a downtown core area definition
- Increased parking rates in the FY 05 Adopted Budget
- Public Works is working with the City Attorney to extend hours from 9 a.m. – 6 p.m. to 9 a.m. – 9 p.m. in the downtown core area (Exhibit 2)
- Revenue increase (Exhibit 3)
  - In FY 05, General Fund (GP) parking meter revenue was \$928,000
  - In FY 06, GP parking meter revenue is estimated to be \$1 million
  - In FY 07, with the hours of operation extended, GP parking meter revenue is expected to be \$1.2 million, an increase of \$272,000 over FY 05
  - There is an associated increase in expenses for collection when meter rates are increased or hours of operation extended with current meter loads

3. Next steps

- City Manager will convene a Parking Committee of stakeholders and thoroughly evaluate all of the impacts of producing a Citywide parking strategy, which would include meters, structures, and lots. Engage businesses and the community in discussions relating to parking rate changes (East Village is an example of a success in this approach)

Should you require any further information, please do not hesitate to contact me at 8-6570.

Attachments

PHW:CAB:lp

cc: Mayor and Members of the City Council  
Gary L. Burroughs, City Auditor  
Robert E. Shannon, City Attorney  
Tom Reeves, City Prosecutor  
Christine F. Shippey, Assistant City Manager  
Suzanne R. Mason, Deputy City Manager  
Reginald I. Harrison, Deputy City Manager  
City Manager Department Heads

# Parking Meter Zones

Exhibit 1

| Zone  | Area/Street   | Rate<br>per Hour | Hours of<br>Operation ** |
|-------|---|------------------|--------------------------|
| 1     | Second Street between Livingston Drive and Bay Shore Avenue and all streets intersecting Second Street within those limits from the alley north of, to the alley south of, Second Street, including those parking lots adjacent to the alleyways south of Second Street | \$0.50           | 9 am - 6 pm              |
| 2a *  | First Street between Long Beach Blvd and Elm Avenue.  | \$1.00           | 9 am - 9 pm              |
| 2b    | First Street between Elm Avenue and Atlantic Avenue.  | \$0.50           | 9 am - 6 pm              |
| 3a    | Third Street between Cedar Avenue and Pacific Avenue.   | \$0.50           | 9 am - 6 pm              |
| 3b *  | Third Street between Pacific Avenue and Elm Avenue.   | \$1.00           | 9 am - 9 pm              |
| 3c    | Third Street between Elm Avenue and Atlantic Avenue.  | \$0.50           | 9 am - 6 pm              |
| 4a    | Fourth Street between Cedar Avenue and Pacific Avenue.  | \$0.50           | 9 am - 6 pm              |
| 4b *  | Fourth Street between Pacific Avenue and Elm Avenue.  | \$1.00           | 9 am - 9 pm              |
| 4c    | Fourth Street between Elm Avenue and Atlantic Avenue.   | \$0.50           | 9 am - 6 pm              |
| 5     | Fifth Street between Cedar Avenue and Elm Avenue.   | \$1.00           | 9 am - 9 pm              |
| 6     | Sixth Street between Pacific Avenue and Elm Avenue.   | \$1.00           | 9 am - 9 pm              |
| 7     | Seventh Street between Pacific Avenue and Elm Avenue.   | \$1.00           | 9 am - 9 pm              |
| 8     | Eighth Street between Pacific Avenue and Locust Avenue.   | \$0.50           | 9 am - 6 pm              |
| 9a    | Broadway between Maine Avenue and Pacific Avenue.   | \$0.50           | 9 am - 6 pm              |
| 9b *  | Broadway between Pacific Avenue and Elm Avenue.   | \$1.00           | 9 am - 9 pm              |
| 9c    | Broadway between Elm Avenue and Atlantic Avenue.  | \$0.50           | 9 am - 6 pm              |
| 10    | Cedar Avenue between Broadway and Fifth Street.   | \$0.50           | 9 am - 6 pm              |
| 11    | Elm Avenue between Ocean Boulevard and Sixth Street.  | \$1.00           | 9 am - 9 pm              |
| 12    | Linden Avenue between Ocean Boulevard and Broadway.   | \$0.50           | 9 am - 6 pm              |
| 13    | Locust Avenue between Ocean Boulevard and Eighth Street.  | \$1.00           | 9 am - 9 pm              |
| 14a * | Long Beach Boulevard between Ocean Boulevard and Seventh Street.  | \$1.00           | 9 am - 9 pm              |
| 14b   | Long Beach Boulevard between Seventh Street and Fourteenth Street.  | \$0.50           | 9 am - 6 pm              |
| 15    | Magnolia Avenue between Ocean Boulevard and Broadway, west side only.   | \$0.50           | 9 am - 6 pm              |
| 16    | Ocean Boulevard between Golden Avenue (Golden Shore) and Atlantic Avenue.   | \$1.00           | 9 am - 9 pm              |
| 17a * | Pacific Avenue between First Street and Seventh Street.   | \$1.00           | 9 am - 9 pm              |
| 17b   | Pacific Avenue between Seventh Street and Eighth Street.  | \$0.50           | 9 am - 6 pm              |
| 18a   | Pine Avenue between Seaside Way and Ocean Blvd.   | \$2.00           | 9 am - 9 pm              |
| 18b * | Pine Avenue between Broadway and Seventh Street.  | \$1.00           | 9 am - 9 pm              |
| 18c   | Pine Avenue between Seventh Street and Tenth Street.  | \$0.50           | 9 am - 6 pm              |
| 19    | Pine Avenue between Seaside Way and its southerly terminus.   | \$2.00           | 9 am - 9 pm              |
| 20    | Shoreline Drive between Linden Avenue and Aquarium Way.   | \$2.00           | 9 am - 9 pm              |
| 21    | Aquarium Way between Shoreline Drive and Seaside Way.   | \$2.00           | 9 am - 9 pm              |
| 22    | Cedar Avenue between Shoreline Drive and Seaside Way.   | \$2.00           | 9 am - 9 pm              |
| 23    | Bay Street between Cedar Avenue and Pine Avenue.  | \$2.00           | 9 am - 9 pm              |
| 24    | The Paseo between Aquarium Way and Pine Avenue.   | \$2.00           | 9 am - 9 pm              |
| 25    | Seaside Way between Linden Avenue and Golden Shore.   | \$2.00           | 9 am - 9 pm              |
| 26    | Chestnut between Broadway and Third Street.   | \$0.50           | 9 am - 6 pm              |
| 27    | Palo Verde between Atherton Street and Anaheim Road.  | \$0.50           | 9 am - 6 pm              |
| 28    | Anaheim Road between Palo Verde Avenue and Iroquois Avenue.   | \$0.50           | 9 am - 6 pm              |
| 29    | Lew Davis Drive between Faculty Drive and Clark Avenue.   | \$0.50           | 9 am - 6 pm              |
| 30    | Carson Street between Faculty Drive and Clark Avenue.   | \$0.50           | 9 am - 6 pm              |
| 31    | Ocean Boulevard between Termino Avenue and Bennett Avenue.  | \$0.50           | 9 am - 6 pm              |
| 32    | Olympic Plaza between Termino Avenue and Bennett Avenue.  | \$0.50           | 9 am - 6 pm              |
| 33    | Ocean Boulevard between Bay Shore Avenue and Fifty Fifth Place.   | \$0.50           | 9 am - 6 pm              |

\* Downtown Core Area - between Ocean and 7th St and between Pacific and L.B. Blvd

\*\* All 9 am - 9 pm hours of operation are pending approval of ordinance being drafted by the City Attorney.

Date: 7/6/2006



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

# R-35

June 21, 2005

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION

Request the City Attorney to prepare an ordinance establishing guidelines for downtown parking meter rates and revenue sharing between the City and Downtown Long Beach Associates. (Districts 1 and 2)

## DISCUSSION

With the adoption of the Fiscal Year 2005 budget, the City Council authorized the increase of rates in the Downtown Parking Meter Zone. Subsequent to this action, City staff and the Downtown Long Beach Associates (DLBA) met to discuss the impact of increasing parking meter rates and how best to implement the change. Two primary concerns were voiced by the DLBA: how to mitigate the impact of a rate increase on Downtown residents and the need to provide for continued investment in the area to sustain its economic success.

Currently the parking meter rate is \$1.00 per hour from 9:00am – 6:00pm. To increase revenue further, it is proposed the time be extended to operate from 9:00am – 9:00pm. While this recommendation is appropriate for core business areas, it will unduly impact the Arts District and residential areas; therefore, it is recommended that the Downtown have different enforcement areas. (Exhibit A – provides a map of proposed rate differences and Exhibit B – details proposed operating hours and rates.)

Historically, the City has provided a portion of the Downtown parking meter revenue to the DLBA (Exhibit C). These funds were used to supplement DLBA efforts in promoting the Downtown businesses and events. With the recommended changes, Downtown parking meters will generate approximately \$1,000,000+ in General Fund revenue. The City and DLBA recommend the following revenue sharing proposal:

- FY05 = \$0 to DLBA
- FY06, FY07, FY08 = \$140,000 to DLBA
- FY09 and beyond =
  - 50 percent of net revenue to City General Fund
  - 25 percent of net revenue to DLBA for infrastructure improvements
  - 25 percent of net revenue to DLBA for Downtown marketing

HONORABLE MAYOR AND CITY COUNCIL  
June 21, 2005  
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This letter was reviewed by Deputy City Attorney Lisa Malmsten on June 14, 2005, and Budget Management Officer David Wodynski on June 13, 2005.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

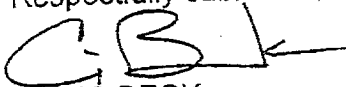
FISCAL IMPACT

The City is in the process of optimizing parking operations, which will result in both administrative savings and reduction in maintenance costs with the introduction of new technology. It is estimated parking revenue will increase significantly over the next five years providing new revenue to the General Fund. The agreement limits revenue sharing during Fiscal Years 2005-2008 allowing the City more time to address the General Plan structural deficit. In Fiscal Year 2009, the amount increases to 50 percent of net proceeds being transferred to the DLBA to support downtown activities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



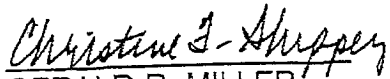
CRAIG BECK

ACTING DIRECTOR OF COMMUNITY DEVELOPMENT



CHRISTINE F. ANDERSEN  
DIRECTOR OF PUBLIC WORKS

APPROVED:

  
for GERALD R. MILLER  
CITY MANAGER

RH:tb  
DLB Parking Rev Sharing v 03 .doc

Attachments: Exhibit "A" - Map of Proposed Meter Costs  
Exhibit "B" - Outline of Operating Hours  
Exhibit "C" - Historical Downtown Parking Meter Revenue Sharing

**City of Long Beach  
Parking Meter Revenue**

**General Fund**

**Rate & Hours of Operation**

\$0.50 per hour  
9 a.m. - 6 p.m.

| FY 05 Actuals |         |         |
|---------------|---------|---------|
| Expense       | Revenue | Balance |
| 342,600       | 928,241 | 585,641 |

\$1.00 per hour  
9 a.m. - 6 p.m.

| FY 06 ETCs |           |         |
|------------|-----------|---------|
| Expense    | Revenue   | Balance |
| 323,763    | 1,080,000 | 756,237 |

\$1.00 per hour  
9 a.m. - 9 p.m.

| FY 07 Budget |           |         |
|--------------|-----------|---------|
| Expense      | Revenue   | Balance |
| 346,043      | 1,190,000 | 843,957 |

**All Funds**

| FUND                          | FY 05<br>ACTUALS | FY 06<br>ADOP | FY 06<br>CUR ETC | FY 07<br>BUDGET |
|-------------------------------|------------------|---------------|------------------|-----------------|
| General Fund                  | 928,241          | 1,190,000     | 1,080,000        | 1,190,000       |
| Belmont Shore Parking Meter   | 433,448          | 430,000       | 430,000          | 430,000         |
| Tidelands Fund                | 443,758          | 499,685       | 449,685          | 449,685         |
| Rainbow Harbor Area Fund (PR) | 69,462           | 73,282        | 88,345           | 73,282          |
| Rainbow Harbor Area Fund (PW) | 341,979          | -             | 450,000          | -               |